

CASE STUDY

Malwarebytes and Alchemer

How Malwarebytes Standardized with Alchemer and Created an NPS Council

The story of how one company made the leap from a unsophisticated survey tool to an Enterprise Feedback Platform ready for all departments in the enterprise.

Switching from SurveyMonkey

Malwarebytes, an international cybersecurity company, needed a technically robust, but stable customer feedback platform that could be used across departments, and SurveyMonkey wasn't cutting it. The platform was buggy, it was tough to get customer service on the phone, and, finally, Senior Manager of Customer Lifecycle Marketing Diane Beaudet wasn't having it anymore.

The customer feedback team did their due diligence, but implementation time was long for many enterprise-grade platforms. "We looked at Qualtrics, Medallia, all those guys, but," said Diane, "by the time we'd get it implemented, I may be dead." They needed an easy platform to use that could be implemented in multiple departments quickly and avoid any gaps in projects while switching from SurveyMonkey.

TWO-WEEK SETUP

Alchemer set-up took about two weeks and the roll-out was largely complete within two months. "I thought initial set-up and training would be a pain, but boy was I wrong," said Diane. "Onboarding leads Jon and Tyler did everything they could to ensure our team was trained and using the full platform within two weeks."

SENIOR ADVOCATE

Alchemer found an early advocate in Jean Chapin, Senior Director of Global Customer and Partner Experience at Malwarebytes. He loved the visibility Alchemer gave him into the work across teams and the flexibility with reports was much better than his experience with SurveyMonkey. Jean was so pleased that he was easily able to get buy-in from other teams including Market Research, Social Media, User Experience, Customer Service, and HR. And Jean worked with Diane to set up a phased approach to introduce the new Enterprise Feedback Platform.

“We looked at Qualtrics, Medallia, all those guys, with Alchemer we were trained and using the full platform within two weeks.”

Diane Beaudet,
Senior Manager for Customer
Lifecycle Marketing at
Malwarebytes

“We were using the platform in hours, the team was completely onboarded in days, and we trained the other departments in just a few months. The onboarding process was the easiest I’ve ever experienced.” ”

Diane Beaudet,
Senior Manager for Customer Lifecycle Marketing at Malwarebytes

ONBOARDING

Over the course of three months, Jean, Diane, and other leaders:

- **Prioritized departments:** “Power user” departments like Customer Lifecycle Marketing and Market Research switched first to pressure-test the platform. Other departments followed, determined by ease of switching and the need for a more enterprise-level platform with Max Diff question types, conjoint analysis, and more.
- **Scheduled rolling trainings:** Trainings with the Alchemer onboarding team were completed as each department made the switch. Regular trainings along with “office hours” helped solve small challenges, avoiding any bigger issues. They are also engaged in new product trainings.
- **Completed the switch:** All departments completed the switch within five months, including UX, Product, Social Media, Marketing, Customer Support, and HR.

NPS COUNCIL

Jean and Diane created an NPS Council, a collective of Malwarebytes executives dedicated to responding quickly to customer feedback. Composed of representatives from various customer-focused departments, the NPS Council is a successful means to solve complex challenges requiring multi-faceted, multi-disciplinary responses.

Malwarebytes uses Alchemer to send the first NPS survey 28 days after a customer signs, and then every six months from purchase. The NPS Council reports back on a rolling basis in order to identify trends and assign fixes to various challenges. And once a quarter, they publish the overarching trend documents with their insights to executives.

RESULTS FOR MALWAREBYTES

In the first year of the NPS Council, Malwarebytes has seen many benefits to using such a model, including:

- Revised, customer-centric sales tactics.
- A new value-based pricing schema.
- Prioritized product time for customer-related issues.
- Same-day Support call-backs.
- Improved ticket classification.

Each of these five major accomplishments started as a multi-departmental challenge. And each accomplishment was only possible through cross-departmental collaboration.

Now, the Malwarebytes team enjoys their decision to standardize, with each department using Alchemer for customer feedback and surveys. Plus, integrations with Salesforce and Zendesk ensure that customer feedback data is in the systems they already use.

“We are able to solve complex challenges in at least half the time, thanks to Alchemer and our NPS Council,” said Diane.

ABOUT MALWAREBYTES

Malwarebytes is a cybersecurity company that millions worldwide trust. Malwarebytes proactively protects people and businesses against malicious threats, including ransomware, that traditional antivirus solutions miss. The company’s flagship product uses signature-less technologies to detect and stop a cyberattack before damage occurs. Learn more at www.malwarebytes.com.

WHY IT WORKS

Three reasons the NPS Council is succeeding for Malwarebytes:

- 1. Assigned a champion:** Diane led the charge internally, but she was backed up with executive support. Jean and other champions helped lead the charge, rally the team, and complete the switch successfully.
- 2. Adopted a phased approach:** Leadership acknowledged that each department was at a different level of readiness for the switch. They worked with teams to hammer out a prioritized, phased approach so that each department would feel comfortable using Alchemer.
- 3. Tied VoC efforts to business outcomes.** Diane and Jean translate back to the business the value that VoC has on the bottom line. Tying their insights to business outcomes bolsters the support they receive from other groups and leadership.

**Call your customer success manager or
800.609.6480 to schedule a demonstration.**

Alchemer
Formerly SurveyGizmo

168 Centennial Parkway, #250
Louisville CO, 80027

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